

**(57) Abstract**

The invention relates to an interactive service associated with distributed type programmes, where the users of the service may influence the transmissions sent to them, e.g. by making selections concerning the transmission. The term transmission refers to the sending of a programme via radio transmitters of the distribution network or via a data network in an encoded form. User selections are transferred e.g. in the form of SMS messages from the terminal (300, 301, 302) to a server which distributes the selection data to one or more senders (200) such as radio channels, for example. The radio channels may send response information to the user, change their transmissions according to the user selections or change the contents of a personal data packet, say an audio file, on the basis of the user selections.

Fig. 3

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